

Cascadia Chapter Meeting MINUTES

January 14, 2009 / 5:00 – 8:30 PM / RockSalt / Seattle, WA

Attendees:

Andrea L. Ball (O-Sec)
Hank Ball
Randy Barber (B)
Tricia Butler (B)
Ashley Carson
Dan Clancy

Blane Long (O-VP)
Court Olson
Steven Paget (O-P)
Marlo Stebner
Jim Wixson

[O = Officer; B = Board Member]

- I. Welcome & Introductions
- II. Committee Reports
 - a. Membership / Outreach (Andrea and Hank):
 - i. Three new members – two from Alberta and one from Washington
 - ii. Alberta is not officially part of Cascadia but we have been attracting several new members. Dan Clancy will hold a sub-chapter meeting at Lake Louise during the CEFPI conference in late March to welcome our Alberta (and Canadian) members.
 - iii. Hank suggested connecting with the Canadian SAVE organization as they are interested in holding a meeting in the Calgary/Edmonton area.
 - iv. Andrea reported on the possible need for a more formal Communications committee to address expanding the membership-focused aspects of the website in addition to developing an external-facing marketing presence. These ideas will be brought up at the next Board meeting.
 - b. Programming (Blane):
 - i. February's program will focus on developments and directions from the Board meeting.
 - ii. March is currently unplanned.
 - iii. Randy volunteered to present in April
 - iv. Ashley has taken over Eric Trimble's book review column for *SAVE Interactions* and it was suggested the two of them could do a program on the best books of the past year.
 - c. Government Affairs (Steven for Joel Davis):
 - i. Joel has resurrected the template developed last year to be used to collect VE study results. Currently, the focus is on vertical construction within Washington.
 1. Need to further develop which metrics to use. Suggestions included a simple Yes/No or a 1-5 scale.
 2. Randy commented on the need for agreement on performance criteria. Is there a common metric that could be used to report across all projects? How can we make this as objective as possible? There is an education component to this process, as well, in that this is not intended to simply show cost savings – it's more than that.
 3. Blane encouraged us to look at the problem from the users' / clients' perspective. Steven explained that the current version of

this template is based on conversations with Harvey Childs regarding the measures OFM would be interested in viewing.

4. Steven will share this discussion and the suggestions with Joel and Harvey.
5. Andrea made a comment earlier about this being Washington-centric and making sure that we are aware that this Chapter covers multiple states and provinces. Steven suggested this would be an interesting topic of discussion with members from Alberta and perhaps Dan could bring this up. Randy viewed this as an opportunity to use this data as an example for other Chapter states/provinces.
6. Steven asked for feedback from our members who work in the manufacturing sector – would this tool be useful? Jim said it depended on which phase the project was in, that different criteria were important at different times in the overall process. Hank mentioned the challenge of getting companies to participate/share information due to the need to protect competitive advantage. Steven wondered if there might be commonalities by industry that could be used.

III. Discussion items

- a. The next Board meeting will be held February 11 just prior to the Chapter meeting. This will be held in the SeaTac/Southcenter area, location TBA. Steven asked if the members had any topics they would like to see brought to the Board's attention.
 - i. Blane suggested a discussion on a review of the bylaws concerning when elections are held, length of term and succession. He further noted that they bylaws should be changed to reflect our current Chapter name, Cascadia.
 - ii. Steven brought up Andrea's earlier idea to have Cascadia put in a bid to host the SAVE conference in 2011 or 2012. Concerns were expressed about member burnout due to the volume of work this would entail but Hank (who was involved with the last Seattle conference) noted that SAVE has radically changed the way they do business and that the majority of the hosting responsibilities are covered by the organization, not the chapter. Blane mentioned a possible challenge in finding Seattle hotels that will honor the government rate. Alternative locations suggested included Bellevue, Tacoma and Portland.
 - iii. Steven asked for volunteers to focus more heavily on getting the proposed CBA course scheduled. Dan volunteered to assist Andrea.
 - iv. Due to the current economic situation, Steven noted that this is an opportune time to promote the benefits and value of VE, especially regarding legislation related to stimulus packages. He asked for volunteers to coordinate a lobbying effort. It was suggested that the existing Government Affairs committee (Joel Davis and Harvey Childs) spearhead this effort with support for other interested members. Andrea asked about the Capitol Chapter's lobbying efforts – perhaps there was an opportunity to tie together the efforts. Blane noted that the Governor sent email to all State employees encouraging them to bring forth ideas. Randy commented that we should be sure VE is not seen as adding cost to a project.

- IV. Presentation: Jim Wixson – An overview of TRIZ
 - a. TRIZ stands for the Russian Theory of Inventive Problem Solving and can be a highly useful tool during the Creative phase of a VE study.
 - b. Sites for further information:
 - i. <http://www.C2C-solutions.com>
 - ii. <http://www.triz-journal.org>
- V. Adjourn